

More fun and action for
Atari® VCS and
Intellivision® games
console owners — from
the Activision Fun Club

fun club news

Summer 1983

ACTIVISION

ACTIVISION RIVER RAID



ACTIVISION SPIDER FIGHTER



ACTIVISION SEAQUEST



Three brand-new early Summer cartridge releases from **ACTIVISION** — **RIVER RAID**, **SPIDER FIGHTER** and **SEAQUEST**

RIVER RAID, **SPIDER FIGHTER** and **SEAQUEST** the three brand-new Atari-compatible cartridges that loyal **ACTIVISION** video games enthusiasts have been awaiting, are more exciting and innovative than could possibly be imagined — and will tax gamers' brains and reflexes to their furthest limits.

The Activision Fun Club has taken off in a big way! This is the third issue of our magazine — we hope you're enjoying them. In the last few months we've been delighted to welcome thousands of Intellivision owners to our ranks (Activision produces great cartridges for both the Atari VCS and Intellivision — so if you have any friends who haven't joined, get them to write to us!)

In this issue we're giving you lots of information on loads of fantastic new cartridges, born of a microworld of spectacle and totally exclusive Activision creativity. Not for Activision the least original concepts. The road carts based on well-worn arcade ideas and boxing games taken open film shot. All Activision is stuff is unique, brilliant — designed by designers who live for their work — and would die of boredom and frustration in the "no-to" syndrome!

Intellivision Owners



— also available for owners of **HAPPY TRAILS**, a brand-new cartridge designed just for you!

NEW RELEASES



RIVER RAID — the 20th Anniversary game from ACTIVISION, developed and designed by Carol Shaw. Activision's first woman designer — requires a pilot's skill, a strategist's instincts and a fighter's nerve. In River Raid you are in a first-shooting assault jet, racing across the sky — your mission: seek out and destroy foreign aircraft deep in the heart of enemy territory without running out of fuel or crashing. Bulletpools of ambush — helicopters and jet messengers are everywhere — as well as gunships, carefully camouflaged in placid blue waters.

Fortunately your assault jet, which accelerates and decelerates at the touch of the joystick, can bank and turn sharply to avoid danger. At the same time, launching a stream of quick-fire missiles.

To survive the 40 ever-changing river sections of islands, narrow channels and bays — as well as enemy ships and aircraft, you must have nerves of steel and superb anticipation and reaction. You must also keep your eyes and ears on the scale of your fuel supply. When it's time to refuel, a warning siren sounds — but watch out — the further down the river you fly, the fewer fuel depots you'll find!

As with all ACTIVISION cartridges, the graphics and sound effects of River Raid are superb — and will give you the achievable

hope that if you play long enough and well enough, your mission WILL succeed with River Raid. YOU CAN MAKE IT!

SPIDER FIGHTER



Imagine a video-game cartridge that rears its controlling pestilent spider, trying to destroy this barbaric fruit harvest of strawberries, bananas, grapes and oranges. Sounds rather routine and docile? — Don't be fooled! — In SPIDER FIGHTER a really fast

and technique-oriented single-player cartridge designed by Larry Miller, the player uses his joystick controlled bug-fighter to dodge hostile Arachnids and their toxic venom before they steal his bumper frog.

In this colorful and action-packed game you must exterminate the Master Nest — the ringleader and major threat, destroy the Spy Pods — who sneak around and infiltrate the Master Nest to reassemble insects, blast the Green Warriors — living shields that sacrifice themselves by intercepting the player and liquefy the Rangers — the most dangerous and aggressive of the whole pack.

Spider fighter, another brilliant creative concept from Activision, requires concentration, skill and sheer stamina — to outwit and outlast the teaming live threats — and for your screen with radiant colors, sounds and special effects!

SPIDER FIGHTER
For Atari 2600 owners
Suggested retail
\$29.95, now just
\$19.95! Available now



Seaquest is a unique nautical adventure and action game designed by Activision's Steve Cartwright. It continues the adventure theme of a deep sea treasure expedition with the intense action of an underwater naval battle in shark-infested waters. You control a highly-mobile and powerful submarine with the Joystick Controller. Submerge yourself, you must locate your team of treasure-laden scuba divers and return them safely to the ocean surface. But beneath the calm blue surface you discover your divers are in mortal danger — attacked by school of man-eating sharks and chased by a pack of torpedo firing pirate submarines.

Dodging sharks and enemy torpedoes with incredibly agile moves, you blast the fish and attack subs with continuous fire torpedoes. You must act quickly to rescue the divers. An oxygen gauge at the bottom of the screen monitors oxygen consumption, and as soon sounds when the submarine is running dangerously low on air. The diving team must be picked up and brought to the surface before air runs out. Eventually you are not safe — an enemy patrol boat is out there on the surface.

Seaquest is filled with realistic marine colors, sounds and graphic effects. The adventure unfolds against a setting sun as a

farmer into deep blue sea. Submarines with whirling propellers chase swimming sharks with snapping jaws and divert with actual air-tank bubbles. And true to the premium level of deep water, the submarine explodes with a shuddering vibration. In addition to the shell blast of the oxygen alarm, there are a multitude of other realistic sound effects — the muffled report of the torpedoes when they are fired and the muffled explosion when they strike, the whoosh of the oxygen tanks as they refill, the "cluck" when a diver is released by a sub, the clink-blep sound of treasure dropping into a tank, as the divers are safely rescued.

SEAQUEST
For Atari 2600 owners
Suggested retail
\$29.95, now just
\$19.95! Available now

HAPPY TRAILS



Introducing a Wild West puzzle guaranteed to drive Intellivision owners around the bend. Happy Trails by Activision. You have to place your own trail as you gallop through a colorful Wild West landscape, collecting treasures and rounding up outlaws. With sophisticated strategy, fast action and a humorous theme, our new game for Intellivision promises Happy Trails to you!

So saddle up! Gladly, it's time to make your trail, Bart! This is another amazing game designed by Carol Shaw — you'll have to move fast and think even faster, and with each new screen scene, the challenge gets tougher.

HAPPY TRAILS
For Intellivision owners
Suggested retail
\$29.95, now just
\$19.95! Available now

Advance information

And here's news of what's coming as the Summer progresses! Watch out for these great titles — so easily mislabeled and misconstrued — from Activision:

There's **Duke**, Kenner's Rogers and Pique Attack (for Atari owners) — for starters. They'll be released over the next two months.

And later in the year, Activision have even more titles lining up — including **Enduro**, the hottest-ever "off game" leaving and racing games; and **Road Tank** (it's there, and the wheels roll out of control). Don't they sound great?



ACTIVISION

Master Gamer Awards

The Activision Fun Clubs are the only U.K. video games club to offer a full-scale Performance Award Scheme which gives everyone who enters an Activision cartridge challenge set a super performance badge or certificate. U.K. Members have done really well lately and you'll be pleased to know that our sons and vid-vids have beaten a load of the current U.K. and World Records twice our best score. So get practising — we want your scores. If your track is high score, here's where the action is...

FREE badges to be won!

All the great new high scores shown here have been sent in by Atari Champions — come on Intellivision owners, you can get terrific scores on Stampede and so on for Pith! — well, you know how far you can go. Just one request, please, from our Club Manager Kathy Leonard: please make certain that your name, address and the cartridge name is on the back of the photos you send in. Sometimes your pictures get separated from your letters — and we have some difficult matching-up to do!

HOW TO APPLY FOR MASTER GAMER STATUS

1. Go for a qualifying score and take a photograph of your TV screen when you achieve it. Ring Kathy at the number below if you are not sure what score you have to beat!
2. Write your name, age and address on the back of the photograph and send it in to us as quickly as you can. Here's who to write to:

Kathy Leonard, Club Manager
Activision Fun Club
7 High Street, Maidenhead
Berkshire SL6 1JN

We regret we can only accept Master Gamer claims in writing, with a picture and if you need any advice (or egg-crowd!) telephone Kathy on 0625 262027

IF YOU'RE BRILLIANT — YOU COULD BE A U.K. GAME CHAMPION!

After attaining Master Gamer status (see this page), all any Activision cartridge, your next step is to go for Game Champion! You'll then compete with every other Activision Master Gamer in the country and there's no limit to the number of scores you can submit!

We will award immediate Game Championship status, and a personalised certificate suitable for framing, for the highest score received to date on any Activision cartridge available in the U.K. It's quite possible you could be a multiple Game Champion — or a Game Champion for just a few hours: new scores are coming in to Kathy all the time.

Follow the same instructions for your Game Championship claim as for your Master Gamer claim — and they must always be in writing, with a photograph please.

Scoreboard

 <p>PITH! Championship to David Frost and Kathy Leonard have both received this amazing score of 114,000 on the Intellivision!</p>  <p>MEGAMANIA David Frost and Kathy Leonard have both achieved the maximum score of 100,000 on the cartridge. Intellivision owners have also managed scores of 100,000.</p>  <p>STAMPEDE A. Leonard has set a new record — Game 1 — 100,000 Game 2 — 100,000 Game 3 — 100,000</p>	 <p>CHOPPER COMMAND New U.K. record — 100,000 Championship only — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>  <p>DRAGONSTER New U.K. record — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>  <p>FREEMAY New U.K. record — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>  <p>GRAND PRIX New U.K. record — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>	 <p>KAROOC! New U.K. record — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>  <p>LASER BLAST New U.K. record — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>  <p>SPARKS New U.K. record — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>  <p>STAMPEDE New U.K. record — 100,000 Game 1 — 100,000 Game 2 — 100,000</p>
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We think the competitive element of these awards is one of the most exciting things about Fun Clubs. We'd like to start giving real prizes to perpetual High Scorers. Has anyone got 5 badges yet? If so, please write to Kathy, and you might have a surprise in store.

Come on U.K. Atari and Intellivision Owners — we can beat the Americans at their own games! Let's hear from you — especially the vid-kids.

Members Page

Win a Ten Billion Puzzle



Gordon Keenan, our Kiboom! Member Gamber, has sent us a Word Search which includes the names of 17 cartridges and the name of somebody on the Fun Club staff. Who could that be?



Physicist sent 17 tiles, and filled the mystery name (sent) as you last by Friday 30 September 1983. The first ten covered entries out of our bagged winner! (and prize from Activision). Address your letters to: Word Search, Activision Fun Club, 7 High Street, Maidenhead, Berks, SL6 1JN.

Amongst our 100 or so Laser Blasters who have achieved top scores — here are two aged 7 and 37!

Dear Kathy, I have achieved a score of 11 on LDB and am so proud of my photograph. I took me 10 min. 30 minutes to get the score. I am 37 years old. I hope I may be one of your older fans.

Yours sincerely
A.E. Gamber

Dear Kathy, I have achieved a score of 11 on LDB and am so proud of my photograph. I took me 10 min. 30 minutes to get the score. I am 37 years old. I hope I may be one of your older fans.

Yours sincerely
Mrs J.M. Gamber

IF YOU'RE HAPPY — TELL US!

Have a happy time with our puzzles and games and get your friends to tell us how they like them. Then we'll tell all of you.

Dear Kathy, I have achieved a score of 11 on LDB and am so proud of my photograph. I took me 10 min. 30 minutes to get the score. I am 37 years old. I hope I may be one of your older fans.

Yours, Regional Fellow
Marty Connelly - Gamber

Dear Kathy, I have achieved a score of 11 on LDB and am so proud of my photograph. I took me 10 min. 30 minutes to get the score. I am 37 years old. I hope I may be one of your older fans.

Yours sincerely
Marty Connelly - Gamber

Dear Kathy, I have achieved a score of 11 on LDB and am so proud of my photograph. I took me 10 min. 30 minutes to get the score. I am 37 years old. I hope I may be one of your older fans.

Yours sincerely
Marty Connelly - Gamber

We've given this page over to our Members — every idea and comment here is your own! We'll pay £5 for any letter published — so come on, drag yourself away from your TV and that pile of cartridges — put your ideas on paper, we'd like to hear from you. Just put your letter in an envelope and send to: The Editor, Activision Fun Club News, 7 High Street, Maidenhead Berks, SL6 1JN.

ALL THE WINNERS Pitfall Harry's U.K. Treasure Hunt

You'll have read in the magazine just how amazing everyone has taken to the Activision Pitfall cartridge which we released earlier this year. At the time we ran the Pitfall Treasure Hunt with prizes of £100 each for the five people who correctly traced Pitfall Harry's route to the cache of gold buried in the magical kingdom of ENANC.



Entries were sent a Telephone and five weekly clues to the treasure trove — and these were our five lucky winners:

Gary Cannell from Oschan, Isle of Man; M. Gannon from Liverpool; Christopher Sell

from Elm Park, Essex, G; Whiteway from Dagenham, Essex; Robert Lowe from Leeds.



Our Puck Monster competition

The following lucky Members have won the popular Puck Monster fast-food game, kindly donated by CCL — as prizes in our recent competition.

Mr. Jacques Sutton from Altrincham; Mr. Paul Satterfield from Latham; Mr. Stephen Gibbs from Watlington; Mrs. Janine Sullivan from Southampton.

Congratulations all of you. We hope you'll have lots of fun with your game.

Activision Fun Club, 7 High Street,
Maidenhead, Berks, SL6 1JN
Telephone: 0628 34967

You'll know by now just how fabulous Activision cartridges are... and just how much more fun and play value you get by buying them. This is the current top 10 titles available — if you haven't tried them all, pop along to your local store and have a go!

You'll find Activision catalogues, in most good High Street stores, in Video Games Departments, specialist video dealers and a number of the leading mail order catalogues. But if you can't find them in a shop convenient to you fill out our "Where to Buy" coupon below, and we'll send off the latest full-colour Activision catalogue (complete and regional stocked list, plus details of how to obtain stockists) by post, under £4.99 (www.activision.co.uk).

It's easier than you'd think! Just follow these easy instructions:

DO NOT USE A FLASH BULB! It's just caused the light from your screen is enough. **Wishes in doubt:** turn on all the lights in the room. Remember, we're not looking for photographic works of art — merely proof of the scores you've achieved. Providing that shows up clearly, it's all we need.

35 mm Camera: there are techniques we've tried with some success — but let us know if you discover another.

1. Use film with an ASA reading of 164, set lens on f/2.2 and expose film for 3 to 5 seconds. Use a tripod.
2. For 100 ASA film shoot at f/100 of a second using the widest lens opening. Hold steady!

Interlocked Camera — 125 and 110: Insert a dead flashlight or flashlight so that ensures the camera lens opening as wide as possible. Hold steady!

Polaroid—probably the most popular method. Polaroid film has an ASA of 1000 and an 18-tooth film. The TV screen should be as flat as a Hotchkiss.

RIVER RAID
SEAQUEST
MEGAMANIA
BARNSTORMING
BOXING
BRIDGE
CHOPPER COMMAND
DRAFTER
FISHING DERBY
GUESS

SPIDER FIGHTER
PITFALL
STARMASTER
GRAND PRIX
ICE HOCKEY
KABOOM!
LASER BLAST
SKIING
STAMPEDE
TENNIS

**For Intellivision
Owners**
PITFALL
STAMPEDE
HAPPY TRAIL S

Which for details of lots of
new systems — or just more
info, call:

Dear Kathy: I plan to complete my own personal letter this day. I'm sorry about it. I will try to finish it by the end of the week. I hope it will be good. I will try to finish it by the end of the week. I hope it will be good.

Florida International University
Miami, Florida 33199

Dear Father, I recently
joined the Fun Club. I
thought the Fun Club
wouldn't be exciting. But
it was about more
interesting. I talked with
my friend about it.
Here are the rules:
From January 1st to
March 31st.

TO: WHERE TO BUY, Activision Fun Club,
7 High Street, Market Harborough, Leics. SI8 1JN

Please send me a free full-colour Activision Catalogue and the Regional Stockist List for my area.

NAME _____ Date _____

ADDRESS _____

7000+ ENTRANTS

FOR THE ACTIVISION U.K. VIDEO GAMES PENTATHLON

Earlier this year we ran the first ever U.K. Video Games Pentathlon, at Birmingham, in the Midlands. Over 400 spectators crammed the Ballroom at the Albany Hotel to watch some very expert and competitive play — on Activision cartridges.

40 Finalists competed, of whom 20 were Master Gamers from the Activision Fun Club — chosen from all the qualified members who had achieved high scores on Activision video-games cartridges. 20 were finalists in the Video Games Challenge competition, which we ran in co-operation with Look-In magazine — and represented the "cream" of over 7,000 entrants!

The competitors, aged between 8 years and 25 years, came from all over the U.K. They played all day in four eliminating rounds — on five popular Activision cartridges: Stampede, Pitfall, SharkMaster, MegaMans and Chopper Command, and then on the new River Raid cartridge. The final round was played on Spider Fighter, which at that time no-one in the U.K. had played before.

The two winners were unannouncedly young — John Barber, who was the Fun Club winner, is only 13 (he comes from Brownhills, near Walsall), and Andrew Davis, the Look-In winner is only 10 (he's from Walsham, near Bury).

Both won an all-expenses paid holiday to California this summer. The runners up all received games from the extensive GGL range, including the new "Frogger" mini-arcade game and the "Donkey Kong Jr." Game & Watch pocket game. Indeed, we made sure nobody went home empty-handed — all forty finalists received a prize, and there were numerous competitions and draws for spectators and supporters, too.

The prizes for the Pentathlon were presented by David Morin from GGL (representing Activision), TV comedian Don Maclean and the Editor of Look-In, Colin Shelbourne.



ACTIVISION®

Put on your thinking cap!

TOP 10

**FORECAST OUR U.K.
TOP TEN
AND YOU COULD WIN
THREE CARTRIDGES
OF YOUR CHOICE**

5 sets of 3 cartridges to be won!

If you're a Fun Club Member, enter this FREE competition.

We're asking all our Members to choose the cartridges they think will form the U.K. Activision Top Ten for September 1983. Just select the ten current Activision cartridges you think will be the best-sellers from our U.K. outlets during the month of September 1983, place them in order on the grid below, answer our tie-breaker question, and you could be one of the lucky people to win these super prizes.

Easy — and fun! Use your knowledge of Activision, and your "feel" for the U.K. market, to make your choice. NOW! You'll see the full list of current Activision titles available in the U.K. elsewhere in the Fun Club News.



Rules

1. All entries must be on the Entry Coupon, cut from this issue of the Activision Fun Club News.
2. Closing date for entries is first post, Friday 30 September 1983.
3. Persons connected in any way with the administration of this competition are ineligible for prizes.
4. No responsibility is taken for Entry Coupons lost in the post.
5. The Judges' decision is final, and no correspondence whatsoever can be entered into.

SEPTEMBER TOP TEN ENTRY FORM

TO: Top Ten Competition, Activision Fun Club,
7 High Street, Maidenhead, Berks, SL6 1JN

Name _____ (Miss/Master/Ms/Mr)

Membership No. _____ Weekend Telephone No. _____

Address _____

1. My selection of U.K. top-selling Activision cartridges during September 1983 is as follows:

1	6
2	7
3	8
4	9
5	10

2. My age group is: 11 or under ☐ 12 to 17 ☐
(tick one) 18 to 25 ☐ 26 or over ☐

3. If my selection is correct, these are the 3 Activision cartridges I'd like to win.
(fill in names)

4. What do you think is the best video game ever, and why?

_____ (up to fifteen more words) (FOM/3)

Join the club

If you haven't joined our Club yet — you should!

If you're a Member already, do you know anyone else who'd like to join?



You'll be pleased to know that we at Activision have set up our own U.K. marketing operation, so from now on we'll be in even closer contact with you. We'll be bringing you all the news of what's at the end of every rainbow — almost before you know it! And it's going to be great ... but you know that already!

All our games that are star performers in the U.S. — the world's most demanding video games market — are quickly adopted by us in the U.K. PAL TV system. So you'll be in with the fun, in with the action, just as soon as we can rush the cartridge to you.

£1

OFF YOUR
NEXT
ACTIVISION
CARTRIDGE

Join our FREE Fun Club now — and we'll send you a £1 Cash Rebate token towards the cost of your next Activision cartridge!

I'll put this Form in block capitals and post it to: Activision Fun Club, 7 High Street, Maidenhead, Berks. SL6 1JH

FIRST NAME/S _____

SURNAME _____

Miss/Ms/Mr/Ms/M

AGE GROUP (tick one)

11 or under ☐

12 to 17 ☐

18 to 25 ☐

26 or over ☐

ADDRESS _____

POST CODE _____

(It is recommended that you fill out your postcode.)

(Not applicable)

I have an Atari ☐

Intellivision ☐

video games unit

I bought my games machine in

1979 ☐

1980 ☐

1981 ☐

1982 ☐

1983 ☐

1984 ☐

I hope to buy a games machine shortly

(Fill out if applicable)

I already have _____ cartridges for my games machine

of which _____ are by Activision

If you haven't joined our Club — join now! Here's what you get for Members, and we're adding more and more fun and action all the time.

1 Free membership

Membership of the Fun Club is absolutely free — and entitles you to a super personalised Membership Card.

2 £1 token towards the cost of your next Activision cartridge

Your £1 Cash Rebate token will be sent with your Membership Card — get it stamped by your Activision dealer — and we'll send you £1!

This is a special Fun Club Summer Offer, which closes 30 September 1983 — so be sure to get your Application Form in by that date ...

3 Free regular magazine

Future issues of this quarterly Fun Club magazine will be sent to you regularly.

4 Great Fun Club activities

You'll be participating for one of the Fun Club prizes: with performance badges to win, competitions to enter, special offers to respond for, and events to participate in (if you're good enough — next about the Activision Pentathlon in this issue).

Join the Activision Fun Club today! Just fill out the Application Form opposite, cut it out and send it to us (or phone the required information direct to Kathy Leonard on 0628 26957) — and we'll do the rest.

If you are already a Member, why not give this coupon to a friend who has an Atari VCS or Mattel Intellivision? Then they can have as much Activision fun as you do! PLEASE DON'T FILL IN THE COUPON IF YOU ARE ALREADY A MEMBER — you'll only go down on a duplicate listing and our computer will weed out your second application!

More fun ... more action ... with

ACTIVISION®